MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DCS5144 – INTRODUCTION TO INFORMATION SYSTEMS

(All sections/Groups)

29 FEBRUARY 2020
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections.

2. Attempt **ALL** questions in Section A and Section B. The distribution of the marks for each question is given.

3. Please write all your answers for Section A on the OMR form provided and all answers for Section B in the Answer Booklet provided.

SECTION A: Multiple Choice Questions (20 Marks)

1. _____ refers to how a company produces, delivers, and sells its products and services.
   A. Business model
   B. Business process
   C. Business plan
   D. Business management

2. After Maybank introduced the first Internet banking services in Malaysia, the competitors also rushed to provide the Internet banking services.
   Which of the following business objective is refer to the competitors?
   A. Customer and supplier intimacy.
   B. Competitive advantage.
   C. Improved efficiency.
   D. Survival.

3. Which of the following is **NOT** the basic business functions?
   A. Manufacturing and production.
   B. Sales and marketing.
   C. Information technology and information system.
   D. Finance and accounting.

4. IT enhances business processes by _____.
   A. helping to produce new product
   B. helping the company to survive
   C. operating in an excellent way
   D. changing the flow of information

5. The statement below illustrates the use of information systems to _____.
   "A shoe manufacturer use of information systems in selling custom, made-to-order shoes directly to customers."
   A. focus on market niche
   B. compete on customer loyalty
   C. achieve product differentiation
   D. strengthen customer and supplier intimacy

6. Customer defines the quality of a product as below **EXCEPT** _____.
   A. ease of use of the product
   B. consistency of the product
   C. durability and safety of the product
   D. accuracy of the advertising with respect to the product

Continued ...

7. Which of the following is **FALSE** about digital good?
   A. Goods that can be delivered over a digital network.
   B. Cost of producing first unit is almost entire cost of product.
   C. Costs of delivery over the Internet very low.
   D. Marketing cost reduced; price highly variable.

8. _____ is a revenue model.
   A. Freemium
   B. Portal
   C. Market creation
   D. Service provider

9. _____ decisions are most common at highest levels of management.
   A. Semi-structured
   B. Undocumented
   C. Unstructured
   D. Structured

10. _____ is an example of a high-velocity automated decision process.
    A. Providing online search results
    B. Operational decision making
    C. Strategic decision making
    D. Credit granting decisions

11. What are the two major types of knowledge management systems?
    A. Expert systems and knowledge work systems.
    B. Enterprise systems and knowledge management systems.
    C. Management information systems and decision support systems.
    D. Enterprise-wide knowledge management systems and knowledge work systems.

12. Studying the cost and benefit of a system as well as advantages and disadvantages of a system is part of the _____.
    A. defining and understanding the problem
    B. developing alternative solutions
    C. evaluating and choosing a solution
    D. implementing the solution

13. When a preliminary model is built rapidly and inexpensively, this method of developing a system is known as the _____.
    A. traditional systems development lifecycle
    B. prototyping
    C. end-user development
    D. outsourcing development

Continued ...

14. According to portfolio analysis, if the system development having a low risk and the high potential benefit to firm, then the system should be _____.
    A. examined
    B. identify and developed
    C. avoided
    D. reexamined

15. A digital certificate system _____.
    A. protects a user's identity by substituting a certificate in place of identifiable traits
    B. is used primarily by individuals for personal correspondence
    C. uses digital signatures to validate a user's identity
    D. uses third party CAs to validate a user's identity

16. All of the following are currently being used as traits that can be profiled by biometric authentication **EXCEPT** _____.
    A. retinal images
    B. fingerprints
    C. body odor
    D. voice

17. The _____ requires financial institutions to ensure the security of customer data.
    A. Gramm-Leach-Bliley Act
    B. HIPAA Act of 1996
    C. Sarbanes-Oxley Act
    D. Data Protection Act 1998

18. If a system is perceived as low quality by the staff, the chief information officer may be called upon to explain for the perceived failure is an example of _____.
    A. responsibility
    B. accountability
    C. liability
    D. due process

19. There are many ways to monitor user activities on the Internet and web beacons is _____.
    A. a text files that identify browser and track visits to site
    B. a tiny graphics embedded in emails and web pages
    C. software that secretly installed on user's computer
    D. program that is downloaded from malicious web server

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20. Which of the following is **NOT** one of the current key technology trends that raises ethical issues?
    A. Increase in data quality.
    B. Advances in data analysis.
    C. Decline in data storage costs.
    D. Advances in networking technology.

(Total: 20 marks)

SECTION B: Structured Questions (80 Marks)

QUESTION 1

(a) As a business owner, give **FOUR (4)** ways to turn new customers into repeat customers with the help of information systems. (4 marks)

(b) Outdated software is an example of the technology dimension of business problems.
    (i) List **FOUR (4)** steps for solving business problem. (2 marks)
    (ii) For each step, describe how to solve the problem. (4 marks)

(c) When organisations collaborate at different places but with the same time zone, state **TWO (2)** specific collaboration technologies the organisations can use. (2 marks)

(d) Daniel works as an operation manager, Adam as the middle manager and Joseph as the vice president of the company. List and explain the **FOUR (4)** information systems that can be used by each of them for their tasks in the company. (8 marks)

(Total: 20 marks)

QUESTION 2

(a) Based on your selected product or company, apply **FOUR (4)** Porter's competitive forces model of that product or company. Define **ONE (1)** generic strategy used by the selected product or company. (10 marks)

(b) Explain **THREE (3)** ways on how e-commerce has transformed marketing. (6 marks)

(c) Explain **TWO (2)** features that drive social commerce. (4 marks)

(Total: 20 marks)

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QUESTION 3

(a) Identify and describe **THREE (3)** different types of decisions. Give **ONE (1)** example for each type of decisions. (10 marks)

(b) What are the considerations that needs to be taken in developing mobile application? (3 marks)

(c) Managing resistance to change is an important part of success of all change efforts in each company. List **TWO (2)** ways to overcome user resistance among employees. (2 marks)

(d) When completing an implementation of a new system, list **FIVE (5)** things that need to be done. (5 marks)

(Total: 20 marks)

QUESTION 4

(a) Hackers gaining access to a database containing your personal or private information, this is an example of identity theft. Give **FIVE (5)** ways to prevent identity theft online. (10 marks)

(b) Explain **THREE (3)** principal sources of poor system performance. (6 marks)

(c) List **FOUR (4)** technology trends that raise ethical issues. (4 marks)

(Total: 20 marks)

End of Paper